



Connected Experiences

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OEM Embedded Devices

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Microsoft Corporation

Ultra
Mobility

Connected Experiences

FOR LIFE

FOR WORK

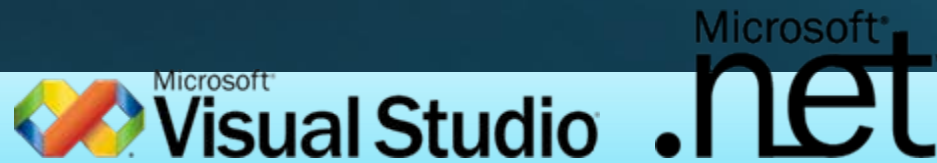


Building Experiences – What It Takes

Services



Tools



Platforms



Windows Mobile Platform Growth

Expanding Choice & Capability



Growing Applications & Services

Microsoft Office Mobile

Microsoft Office Communicator 2005

Microsoft SQL Server

Windows Live

Microsoft Dynamics

Microsoft Office SharePoint Server 2007

Microsoft Visual Studio

Microsoft Exchange Server 2007

Broad Market Adoption

Driving Opportunity & Choice



Supporting Developers

‘Fastest growing mobile device OS in the world.’ *IDC*

Microsoft
.net
Compact
Framework

Microsoft
SQL Server 2005
Compact Edition


Windows Mobile
Marketplace


The Internet Trust CompanySM



 Windows
Mobile[®]

Tools Innovations



Microsoft®
Silverlight™

Windows Embedded Platform



Windows
Embedded CE

*Real-Time OS for
Power Conscious
Small Devices*



Windows^{xp}
Embedded

*Componentized OS
Embedded Optimized*



Windows[®]
Embedded
for Point of Service

*Embedded OS for
Retail POS Systems*



Microsoft

Visual Studio

Microsoft

.net



Windows® Embedded Roadmap

2007- 08


Windows®
Embedded CE



2009

"CE Next"


Windows[®] ^{xp}
Embedded




Windows®
Embedded
for Point of Service



Vista Based

Scenarios Enabled with new components



- Enabling new scenarios
 - Introducing new technologies to build better devices
 - For home
 - For work
 - For the field

New technologies for devices in the home

Added Usage Scenarios	Networked Media Device	Digital Video Recorder	
Features	<ul style="list-style-type: none">• Media Query Engine	<ul style="list-style-type: none">• DVR engine	
Example of device functionality	<p>Helps Build Devices that can consume pictures, videos and music from a Windows XP PC within a home network</p> <ul style="list-style-type: none">• TV's• Set-top-boxes	<p>Helps Build Devices that can record a video stream to a hard drive</p> <ul style="list-style-type: none">• Set-Top Boxes	

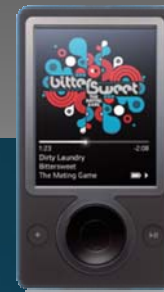
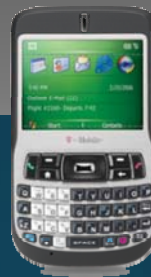
New technologies for devices at work

Added Usage Scenarios	Networked Projector
Features	<ul style="list-style-type: none">• Windows Vista Device Discovery protocols• Presence Authentication• Reverse RDP• Resolution adjustment
Example of device functionality	<p>Helps a Windows Vista Notebook to use a CE 6.0 projector in a meeting room via the network, instead of VGA cables helping provide a better experience and may save time save during meetings</p> <ul style="list-style-type: none">• Wireless Projectors• Wired Projectors• Remote displays

New technologies for devices in the field

Added Usage Scenarios	Helps Devices make use of the Cellular network
Features	<ul style="list-style-type: none">• RIL and TAPI• CSD/GPRS/3G• SMS• SIM Management• ATCI (Modem link connectivity)• WAP
Example of device functionality	<p>Build devices that can make data connections through the cellular network.</p> <ul style="list-style-type: none">• Some M2M examples<ul style="list-style-type: none">• Parking meters• Vending Machines• GPS devices that show traffic information

Software + Services



Services-Oriented Devices

Consuming Services

Exposing Services



Building Connected Experiences

Our Next Generation Opportunity



Microsoft[®]

Your potential. Our passion.[™]

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